

**LET'S TAKE IT
OUTSIDE**

MEN'S HEALTH URBANATHLON 2010: FACT SHEET

- Date:** 31 January 2010 (Sunday)
- Time:** 7am - 11am
- Venue:** Marina Square (start/finish point)
- Route:** Along Marina Promenade & Singapore River
- Format:** 12.5km run with 8 obstacle stations
- Categories:** Individual / Team (2 members)



A race like no other, the Men's Health Urbanathlon is Singapore's first-ever competitive run for men that integrates a series of eight challenging obstacles, set against an urban cityscape. Competitors are tested on their strength, stamina and agility as they navigate a scenic route along the Singapore River and Marina Promenade in an unforgettable race.

First launched in New York in 2006, the Men's Health Urbanathlon has also made its way to Chicago and the UK. Men's Health Singapore is proud to bring this unique event to our shores for the first time, and is organising it jointly with HiVelocity.

The guest-of-honour for the event is Mr Teo Ser Luck, Mayor, North East District, Senior Parliamentary Secretary, Ministry of Community Development, Youth and Sports & Ministry of Transport.

For more event details, please visit: <http://urbanathlon.menshealth.com.sg>

Men'sHealth SINGAPORE
URBANATHLON 2010

PRESENTED BY



RACE FORMAT

- A 12.5km run with 8 obstacle stations. [Refer to route map and list of obstacles below.]
- Participants can compete as individuals or as a two-person team. In the team category, two participants will have their race times combined to form a total team time. Teams are also entitled to win the Individual category prizes.

WHO ARE THE URBANATHLETES?

- All 1,500 spaces have been fully taken up.
- The race is open to men aged 18 and above. Most are between 21 - 40 (80%). There are 4 participants above 60 years, with the oldest being 68 years of age.
- 79% of them are in the Individual category, while 21% have joined the Team category.
- 18% are non-Singaporeans.

WHAT WILL URBANATHLETES RECEIVE?

All participants will receive a race pack worth over \$250!

- An Adidas CLIMACOOL® tee worth \$39
- A 6-month Men's Health subscription worth \$36
- Berocca towel worth \$7
- Berocca trial pack worth \$7
- Redken for Men Go Clean shampoo worth \$33
- Get Your Sexy Back shoe bag worth \$15
- Polar water bottle worth \$9.90
- L'Oreal Men Expert Pure & Matte Anti-Sebum Foam (50ml) and Hydra Energetic Turbo Booster (5ml) worth \$8.90
- NikonClub 3-in-1 lanyard worth \$7.50
- Durex Play 2-in-1 Massage Melts 2's & Performa sachet 1's worth \$5.80
- True Fitness 7-Day Pass worth \$98

All race finishers will receive a Finisher's Medal, and an experience of a lifetime!

RACE DAY PROGRAMME

31 January 2010

Time	Description
7.10am	All participants to line up at start line for final pre-race briefing
7.15am	Arrival of Guest-of-Honour, Mr Teo Ser Luck
7.30am	1 st Wave flag-off by Guest-of-Honour (Approximately 50 participants per wave with 1 min interval in between waves)
8.15am	First athlete expected at finish line
10.00am	Prize Presentation
11.00am	End of Event

AFTER THE RACE

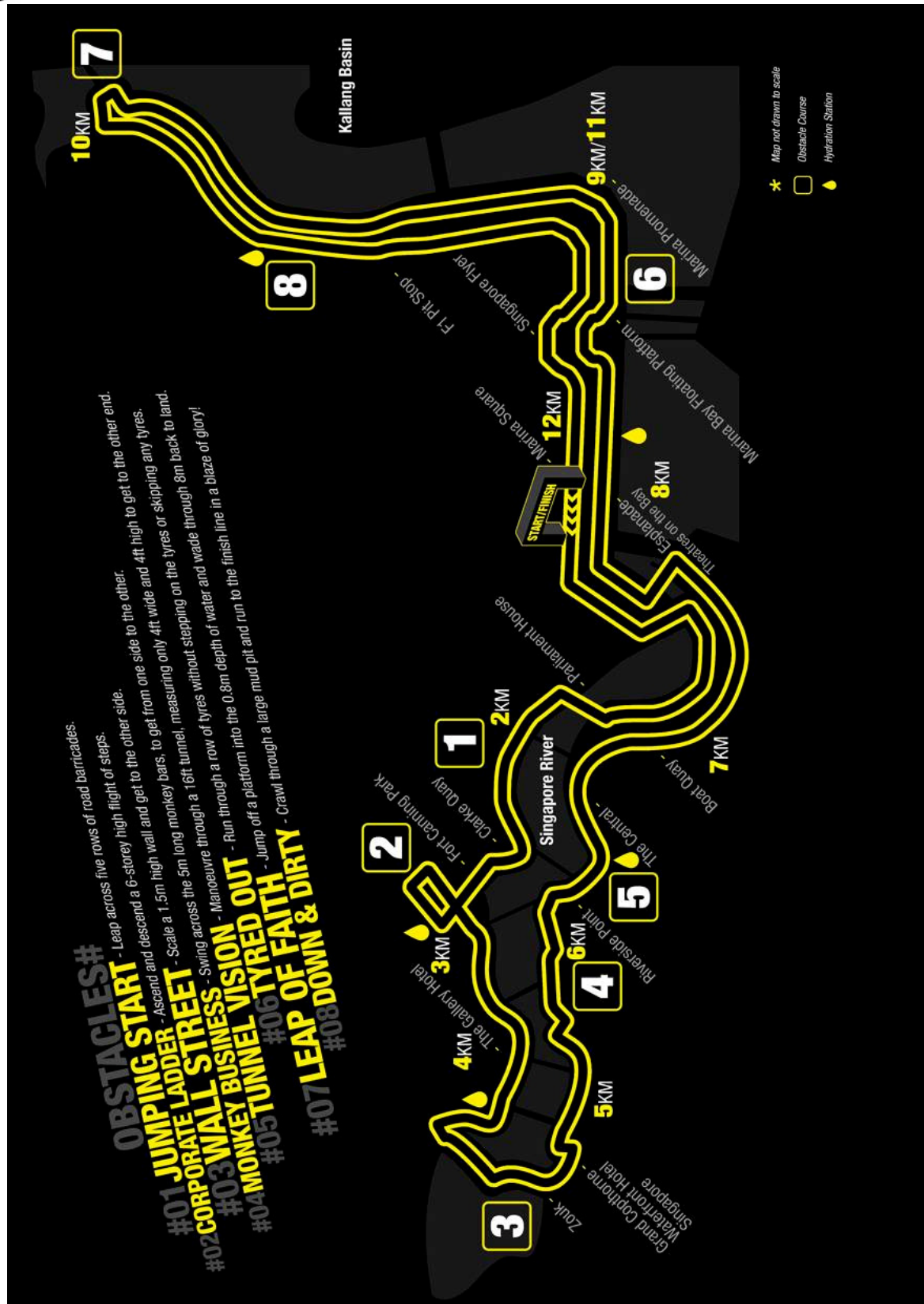
The excitement continues after the race at the Start/Finish Point, where urbanathletes can cool down and chill out, and check out these activities:

- Refuel with complimentary drinks and light bites.
- Pop a Berocca drink at the Berocca booth for a faster recovery.
- Wash up stations are available at the L'Oreal Paris Men Expert booth.
- Take home a commemorative snapshot by Nikon.
- Enjoy 20% off mi adidas customised shoes.
- Get a limited-edition Polar Urbanathlon tee, for the first 50 Urbanathletes who present their Polar watch at the Polar booth after the race.
- Receive a free Capello Loft For Men membership worth \$238, for the first 100 Urbanathletes to register at the Redken booth.
- Shutterbugs can submit to Nikon their best shot taken at the race to win great prizes in the "Capture the Moment" photo contest.
- Pledge to drink responsibly at the GYSB booth.

LET'S TAKE IT OUTSIDE

ROUTE MAP

- OBSTACLES#**
 - Leap across five rows of road barricades.
#01 JUMPING START - Leap across five rows of road barricades.
 - Ascend and descend a 6-storey high flight of steps.
#02 CORPORATE LADDER - Ascend and descend a 6-storey high flight of steps.
 - Scale a 1.5m high wall and get to the other side.
#03 WALL STREET - Scale a 1.5m high wall and get to the other side.
 - Swing across the 5m long monkey bars, to get from one side to the other.
#04 MONKEY BUSINESS VISION - Swing across the 5m long monkey bars, to get from one side to the other.
 - Manoeuvre through a 16ft tunnel, measuring only 4ft wide and 4ft high to get to the other end.
#05 TUNNEL TYRED OUT - Manoeuvre through a 16ft tunnel, measuring only 4ft wide and 4ft high to get to the other end.
 - Run through a row of tyres without stepping on the tyres or skipping any tyres.
#06 LEAP OF FAITH - Run through a row of tyres without stepping on the tyres or skipping any tyres.
 - Jump off a platform into the 0.8m depth of water and wade through 8m back to land.
#07 LEAP OF FAITH - Jump off a platform into the 0.8m depth of water and wade through 8m back to land.
#08 DOWN & DIRTY - Crawl through a large mud pit and run to the finish line in a blaze of glory!



The turn-by-turn detailed route map can be found here on MapMyRun:
<http://www.mapmyrun.com/run/singapore/-marina-promenade-%26amp;-singapore-river/560126085452083421>

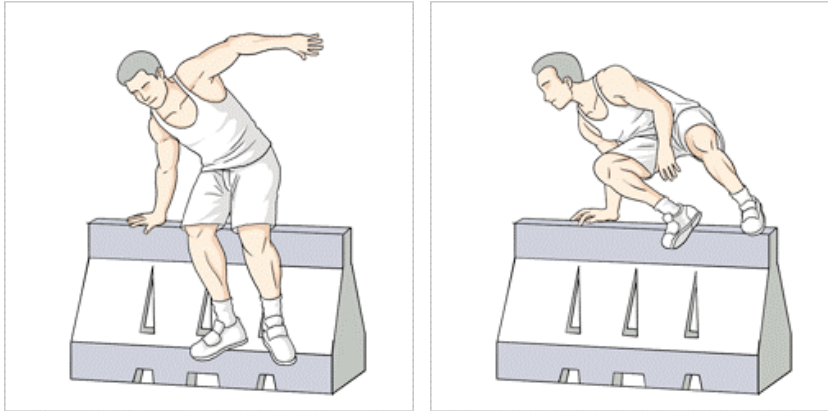
Men'sHealth SINGAPORE
URBANATHLON 2010

PRESENTED BY Berocca

OBSTACLES

Obstacle 1: Jumping Start

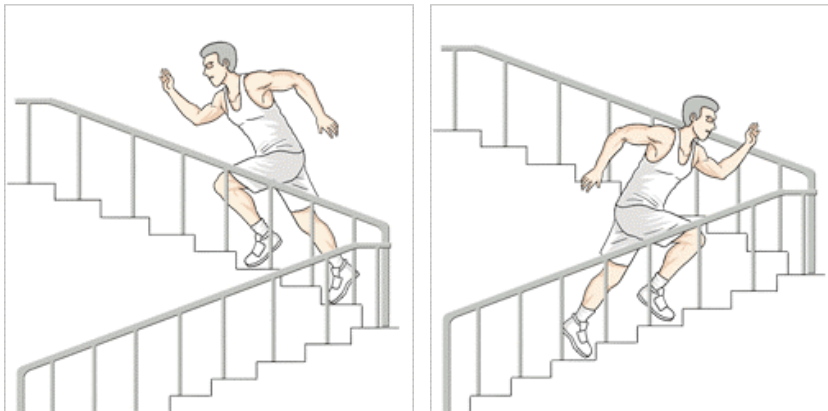
Leap across five rows of road barricades.



1. Get up and over each of the five 1-metre high barricades.
2. Both feet **MUST** touch the ground between each barricade.

Obstacle 2: Corporate Ladder

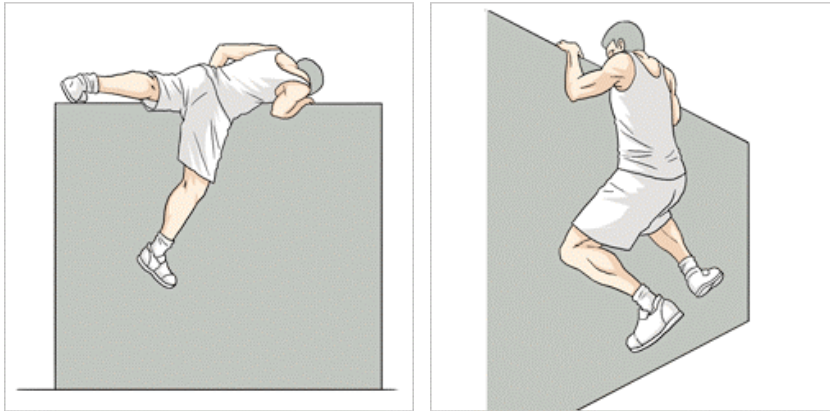
Ascend and descend a long flight of steps.



1. Run up & down a flight of 99 steps.
2. You will follow a marked route to the top of the flight of stairs.
3. If you encounter participants in the right lane (aka the “fast lane”) who are moving at a slower pace, please call out, “On your right.” As a courtesy, all participants are required to move to the left when they hear this.

Obstacle 3: Wall Street

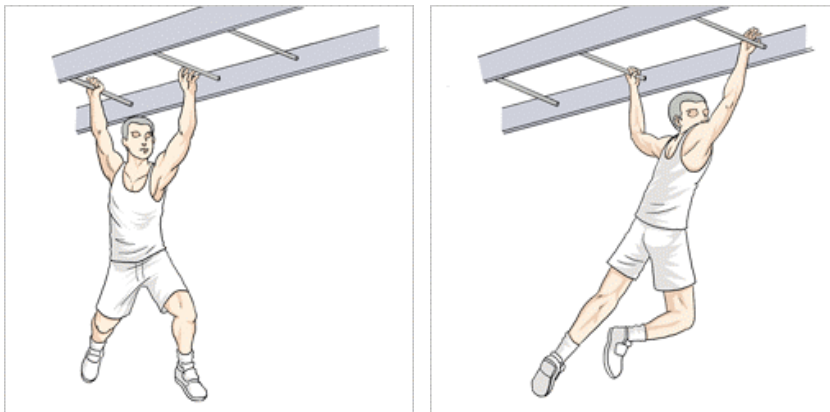
Scale a 1.5m high wall and get to the other side.



1. Get up and over the wall.
2. You are NOT permitted to use any outside support structures.
3. If you are unsuccessful in your first attempt, you are required to make another attempt and queue behind other participants for your turn. There will be a maximum of 2 attempts. If you fail your 2nd attempt, 5 minutes will be added to your final timing as a penalty.

Obstacle 4: Monkey Business

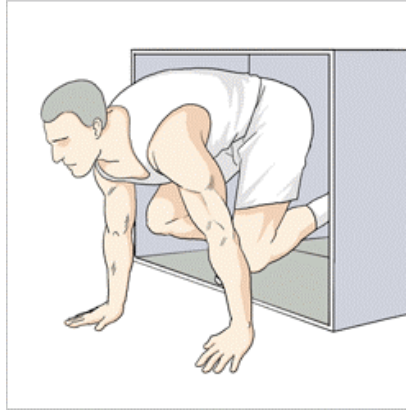
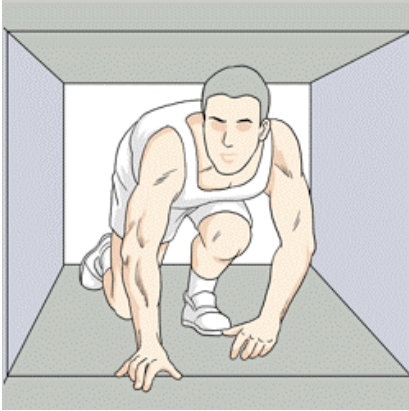
Swing across the 5m long monkey bars, to get from one side to the other.



1. You must traverse the monkey bars and get to the other side without touching the ground.
2. You must use each of the 12 rungs as you make your way to the other side. No skipping rungs.
3. Once you have successfully completed the monkey bars, you may continue on with the course.
4. If you are unsuccessful in your first attempt, you are required to make another attempt and queue behind other participants for your turn. There will be a maximum of 2 attempts. If you fail your 2nd attempt, 5 minutes will be added to your final timing as a penalty.

Obstacle 5: Tunnel Vision

Maneuver through a 5m tunnel, measuring only 1.2m wide and 1.2m high, to get to the other end.



1. Enter and exit the tunnel in a crouching position or on all fours.

Obstacle 6: Tyred Out

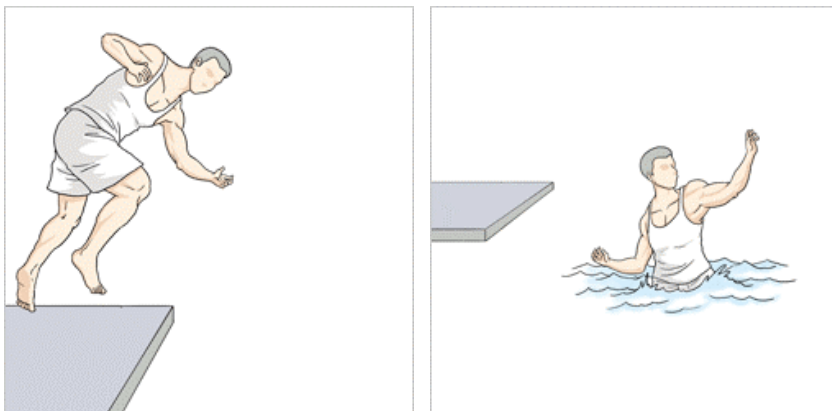
Run through a row of tyres without stepping on the tyres or skipping any tyres.



1. Run a row of tyres “stutter-step” style, touching the ground inside of each consecutive tyre.
2. You are free to select any row of tyres you desire in each stutter-step section. A “row” is defined as 2 tyres wide by 8 tyres long.
3. You are NOT permitted to skip a tyre or run on top of the tyres.
4. Failure to adhere to these rules will require that you redo the obstacle from the beginning.

Obstacle 7: Leap of Faith

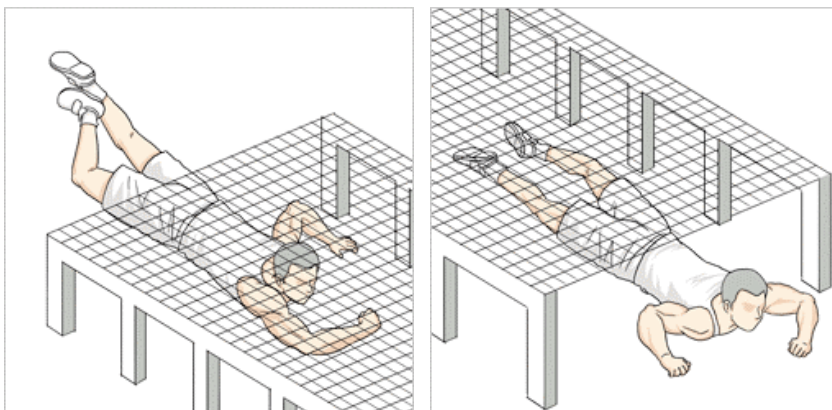
Leap off a platform into a pool of water 0.8m deep and wade 8m through it to reach the other end.



1. Leap off a wooden platform into a pool of water 0.8m deep. No diving is allowed.
2. Wade 8 metres through the pool. No swimming is allowed.

Obstacle 8: Down & Dirty

Crawl through a large mud pit and run to the finish line in a blaze of glory!



1. Leopard crawl under a net 0.5 metres high through a 10-metre mudpit.

PRIZES

All 9 winners will each receive a trophy and share in the following prizes, worth over \$34,000 in all.

Individual Category

Top Prize: worth \$9,631

- A pair of air tickets* to Siem Reap from Men's Health, worth \$3,100.
- One year's supply of Berocca, product vouchers and gift worth \$1,500.
- Limited-Edition Oris LS Dizzy Gillespie worth \$2,193.
- Nikon D5000 Kit worth \$1,299.
- L'Oreal Men Expert hamper worth \$500.
- Capello Loft For Men hamper and hair services worth \$500.
- A pair of mi adidas shoes worth \$239.
- Polar voucher worth \$200.
- Coppertone hamper worth \$100.

2nd Prize: worth \$6,151

- A pair of air tickets* to Kota Kinabalu from Men's Health, worth \$1,612.
- One year's supply of Berocca, product vouchers and gift worth \$1,000.
- Oris RS TT3 worth \$2,140.
- Nikon COOLPIX P6000 worth \$699.
- L'Oreal Men Expert hamper worth \$300.
- Capello Loft For Men hamper and hair services worth \$300.
- Coppertone hamper worth \$100.

3rd Prize: worth \$3,509

- A pair of air tickets* to Langkawi from Men's Health, worth \$844.
- Six months' supply of Berocca, product vouchers and gift worth \$500.
- Oris LS Classic worth \$1,316.
- Nikon COOLPIX S230 worth \$349.
- L'Oreal Men Expert hamper worth \$200.
- Capello Loft For Men hamper and hair services worth \$200.
- Coppertone hamper worth \$100.

Team Category

Top Prize: worth \$8,232 per team

2 sets of:

- A pair of air tickets* to Phuket from Men's Health, worth \$2,178.
- Six months' supply of Berocca, product vouchers and gift worth \$500.
- Nikon COOLPIX S640 worth \$549.
- L'Oreal Men Expert hamper worth \$300.
- Capello Loft For Men hamper and hair services worth \$250.
- A pair of mi adidas shoes worth \$239.
- Polar voucher worth \$100.

2nd Prize: worth \$3,786 per team

2 sets of:

- A pair of air tickets* to Langkawi from Men's Health, worth \$844.
- Three months' supply of Berocca, product vouchers and gift worth \$300.
- Nikon COOLPIX S570 worth \$399.
- L'Oreal Men Expert hamper worth \$200.
- Capello Loft For Men hamper and hair services worth \$150.

3rd Prize: worth \$2,878 per team

2 sets of:

- A pair of air tickets* to Kuala Lumpur from Men's Health, worth \$640.
- Three months' supply of Berocca, product vouchers and gift worth \$200.
- Nikon COOLPIX S230 worth \$349.
- L'Oreal Men Expert hamper worth \$150.
- Capello Loft For Men hamper and hair services worth \$100.

** Excludes airport taxes and other charges.*

The organisers and sponsors reserve the right to replace stated prizes with other items of equivalent value.

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